

A blow mold assembly for an I.S. machine for blowing a parison of glass and cooling the blown parison into a formed bottle which can be removed from the blow 5 mold. A blow head is lowered onto a blow mold and final air is applied. The blow head is lifted a selected vertical distance above the top surface of the blow mold to an exhaust position allowing cooling air to escape from the blow mold. The selected vertical distance is 10 selected so that at least a minimum pressure will continue within the formed bottle. The blow head is maintain at the exhaust position for a predetermined time and then retracted. A first pressure is applied while the blow head is at the lowered position and a higher 15 pressure is applied while the blow head is at the escape position.